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Message Text

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ACTION EA-12

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COMMERCE FOR ITA/BED/OIM/EA-ROBERT KELLY AND WASHINGTON
COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: COUNTRY COMMERCIAL ACTION PROGRAM--2ND QUARTER
- REPORT

REF: A) STATE 42306 B) TAIPEI 0480

1. SECOND QUARTER CCP ACTIVITIES WERE MODIFIED SOMEWHAT FROM THE GOALS SET IN THE ORIGINAL PLANNING DOCUMENT (AS INDICATED BY REFTEL B WHICH REALIGNED PRIORITIES, AND BY COMMERCIAL ATTACHE AT MARCH 28 MEETING IN COMMERCE WITH "HARD-CORE" OF WCAG), BUT OVERALL THE COUNTRY COMMERCIAL ACTION GROUP IS PLEASED WITH THE SECOND QUARTER RESULTS.

2. ALTHOUGH PARA 3 OF REFTEL A WAS PARTIALLY ANSWERED IN ADVANCE BY SECOND SENTENCE IN PARA 6 OF REFTEL B, ROUTINE COMMERCIAL ACTIVITIES ARE NOW RUNNING AT A FEVERISH PITCH. COMMERCIAL SECTION'S OUTPUT OF POST-INITIATED REPORTS DURING THE SECOND QUARTER RECOVERED FROM THE DISRUPTION CAUSED BY PERSONNEL CHANGES AND ABSENCES DURING THE FIRST QUARTER. PRIVATE TRADE OPPORTUNITIES
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INCREASED FROM TWO DURING THE FIRST QUARTER TO 21 DURING THE SECOND QUARTER, FOREIGN GOVERNMENT TENDERS FROM ONE TO NINE, AND PRODUCT OPPORTUNITIES ("SPECIAL TRADE OPPORTUNITIES") FROM TWO TO THREE. AT THE SAME TIME, WORKLOAD FROM WASHINGTON-INITIATED REQUESTS WAS EXTREMELY HEAVY. ADS RESPONSES ROSE FROM SEVEN TO 27, AND WTDR'S FROM 89 TO 107. THE UNPRECEDENTED DEMAND FOR THE AGENT-

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DISTRIBUTOR SERVICE IS INEXPLICABLE, UNLESS US FIRMS
HEARD VIA THE GRAPEVINE THAT PROSPECTS FOR SALES WERE
BRIGHT AS CONSEQUENCE OF THE ROC GOVERNMENT'S BUY MORE
IN AMERICA POLICY.
3. "BUY MORE IN AMERICA" CAMPAIGN RELATED ACTIVITIES
CONTINUED TO OCCUPY MUCH OF THE COMMERCIAL SECTION'S
TIME. THESE WERE THE INTENSIVE REPORTING ON THE GROC
BUYING MISSION, THE CETDC MACHINE TOOL BUYING MISSION
TO THE U.S. IN MARCH, AND THE AUTOMOBILE IMPORT PROGRAM.
A MAJOR PRODUCT OPPORTUNITY WHICH TOOK ON THE AURA OF THE
BMA CAMPAIGN AND WHICH CONSUMED COUNTLESS WORK HOURS AT
ALL LEVELS OF THE EMBASSY WAS THE LONG-HAUL BUS CONTRACT
WHICH WAS FINALLY AWARDED TO GREY-HOUND. FOR THE SPECIAL
MEDICAL EQUIPMENT PRODUCT OPPORTUNITY, THE COMMERCIAL
SECTION WAS IN TOUCH WITH THE MINISTRY OF FINANCE TO HELP
LOCATE US SOURCES AND A NUMBER OF U.S. FIRMS' CATALOGUES
WERE PASSED ON TO THE MINISTRY OF FINANCE. IN ADDITION,
15 CALLS WERE MADE ON LOCAL AGENTS, WITH 7 HIGH-QUALITY
MEDICAL EQUIPMENT P.T.O.S SUBMITTED. THE ELECTRONIC
BANKING OPPORTUNITY WAS ALSO FURTHER DEFINED IN A SERIES
OF 9 OUTSIDE CALLS. FINALLY, TO AID U.S. BUSINESSMEN TO
SECURE MORE GROC TENDER AWARDS, THE SECTION PREPARED AN
AIRGRAM DETAILING CENTRAL TRUST OF CHINA PROCUREMENT
PROCEDURES FOR POSSIBLE PUBLICATION IN COMMERCE AMERICA.

4. MOREOVER, THE SECTION PROGRAMMED THE MICHIGAN STATE
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IOGA TRADE MISSION, WHICH WAS ORGANIZED AROUND THE PRODUCT
THEME OF METAL WORKING MACHINERY. THIS THEME COMPLEMENTED
POST EFFORTS UNDER CAMPAIGN 4. THE ECONOMIC COUNSELOR AND
THE COMMERCIAL SECTION ASSISTED IN THE PACKAGING USA
VIDEO/CATALOG EXHIBITION IN TAICHUNG. ALSO, AT THE END
OF THE QUARTER, THE COMMERCIAL SECTION HAD ALREADY BEGUN
MAKING CALLS FOR REPFIND SUPPORT OF THE TRADE CENTER'S
IMMENSELY SUCCESSFUL EIPT SHOW.

5. COMMERCIAL SECTION WAS LEVIED WITH SPECIAL REQUESTS
FROM WASHINGTON IN THE FOLLOWING IMPORT POLICY AREAS:
EXTENSIVE REPORTING ON COLOR TELEVISION, SPOT REPORTS ON
ELECTRONIC WATCHES AND CB RADIOS, AND PROVIDING SUPPORT
FOR THE US NEGOTIATING TEAM FOR THE BILATERAL TEXTILE
TALKS HELD IN TAIPEI. UNGER

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